

Re>invent Your Commute

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Window of Opportunity:

- Rising Gas Prices
- People Looking for Choices
- Environment and Climate Change
- Public-Private Partnerships

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Components:

1. Park and Pool
2. Do It Yourself Guide
3. RideshareOnline.com
4. Media Campaign
5. Governor's CommuteSmart Awards

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Park and Pool



- New lots with churches or businesses
- 5 lots in King & Snohomish
- Focus next on Pierce, Thurston, and Spokane

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Do It Yourself Guide

- Bike to Work
- Bus
- Carpool
- Vanpool
- Alternative Work Schedule
- Telework

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RideshareOnline.com

- Requesting proposals
- New matching options
- Combined commute tracking
- Innovative Incentives

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Media Campaign

- Radio
- Print
- Billboards
- Web

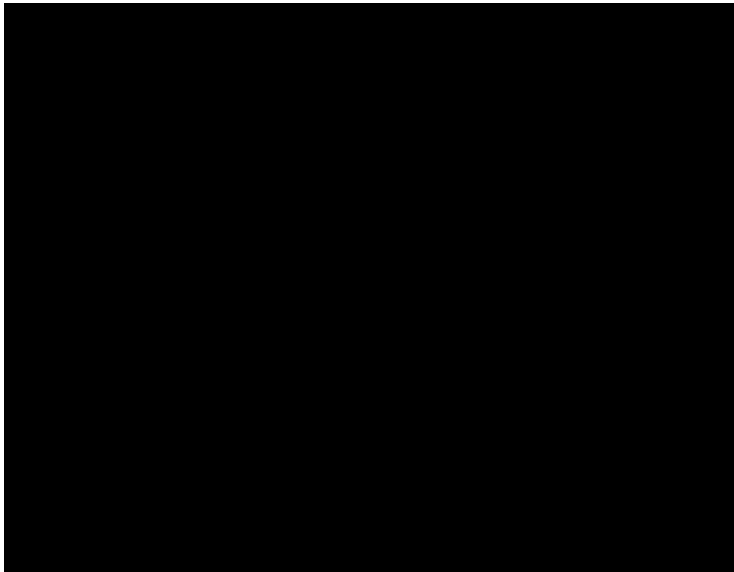
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Media placed through October

- Eastern Washington radio runs on 9 stations 9/15/08 – 10/6/08
- Western Washington radio runs on 14 stations from 9/15/08 – 9/29/08
- Spanish radio runs on 6 stations in Yakima area from 9/22/08 – 11/2/08
- Newspaper ads statewide run the week of 9/29/08 (weekly papers)
- The electronic billboard in Fife will run the entire month of October
- Website ads will run on:
 - 5 stations in Vancouver/Portland (KEX, KKCW, KKRZ, KPOJ & KQOL) on 9/15/08 – 10/6/08
 - 3 stations in Seattle (KJR-AM, KJR-FM & KUBE) on 9/15/08 – 10/6/08
 - 6 stations in Spokane (KCDA, KISC, KIXZ, KKZX, KPTQ & KQNT) on 9/15/08 – 10/6/08

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CommuteSmart Awards

- Continuing to promote best practices
- Online and printed materials
- New awards for jurisdictions and GTECs

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**Washington State
Department of Transportation**

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Partner:

King County Metro



King County

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Contributors:

Ben Franklin Transit



Island Transit



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Participants:

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City of Issaquah

City of Tacoma

Clallam Transit System

Clark County

Intercity Transit

International Federation of Professional and Technical Engineers, Local 17

Puget Sound Clean Air Agency

Sound Transit

Southwest Clean Air Agency

Washington State Ridesharing Organization

Yakima Transit

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Washington State Department of Ecology
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Ben Franklin Transit
City of Liberty Lake
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Intercity Transit
Kitsap Transit
Pierce Transit
Sound Transit
Valley Transit

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The State of Washington



Proclamation

September 10, 2008 as

The Start of the Reinvent Your Commute Campaign